
Original Research Article

Application Analysis of Visual Communication Design in Mobile UI Interface Design

Weixin Lin, Zehe Yin

Hainan Vocational University of Science and Technology

Abstract: UI design is software interface design, and the application of visual communication design in mobile UI interface design can attract more people to use the application, thereby gaining more customers for the application and promoting its development and innovation. Because the application of visual communication design in mobile UI interface design can convey more information, the public can understand the content and types of applications through the mobile UI interface, thereby increasing the download volume of applications. However, in order to effectively apply visual communication design in mobile UI interface design, it is necessary to combine the type and characteristics of the application to design the UI interface, emphasizing visual communication and highlighting the characteristics of the application. The following article will study the application strategies of visual communication design in mobile UI interface design.

Keywords: Visual communication design; Mobile UI interface; Design Applications

1. Introduction

Visual communication design is aimed at promoting information transmission, allowing the public to obtain more information through vision, and achieving information transmission and communication. So the application of visual communication design in mobile UI interface design can improve the visual experience of the masses, allowing them to obtain more information in the UI interface, highlight the theme, characteristics, and types of application software, and thus achieve high-quality development of mobile UI interface design. However, there are many problems in the application of visual communication design in mobile UI interface design at present. Therefore, in order to effectively apply visual communication design in mobile UI interface design, designers need to have innovative spirit and awareness, so as to achieve the role of visual communication design and improve the quality of mobile UI interface design.

2. The Application of Visual Communication Design in Mobile UI Interface Design

2.1. UI interface Design Lacks Innovation

One of the most common problems with the application of visual communication design in mobile UI interface design is the lack of innovation in mobile UI interface design. For example, some designers may refer to design schemes on the internet when designing mobile UI interfaces, but the design schemes on the internet are uniform and lack innovation. Therefore, the works designed by designers lack innovation awareness. However, the application of visual communication in mobile UI design not only needs to achieve aesthetic design, but also needs to contain rich information in order to achieve the effect of visual communication. Obviously, many mobile UI interface designers currently rely too much on online materials, ultimately leading to a decrease in the quality and efficiency of visual communication design in mobile UI interface design, seriously affecting the effectiveness of visual communication. Therefore, in the context of visual communication, designers should innovate their

thinking in mobile UI interface design. They can refer to online design schemes, but should pay attention to innovation. Only in this way can visual communication design be effectively applied to improve the quality of mobile UI interface design, allowing the public to obtain more information on the UI interface.

2.2. Excessive Emphasis on Color and Neglect of Information Transmission

Excessive emphasis on color neglects information transmission, so the works designed by mobile UI are colorful, but the information contained in them is insufficient. This phenomenon obviously cannot achieve the visual communication effect, let alone attract the attention of the masses. For example, some mobile UI interface designers choose bright colors when designing the interface, but ignore the content conveyed by the interface. This leads to the public only seeing bright colors when watching the mobile UI interface, unable to obtain more information. This design method lacks substantive content, so it lacks attractiveness and cannot stimulate public interest. So, in the context of visual communication, mobile UI interface design needs to pay attention to color matching, while also enriching the information within it.

3. The Necessity of Applying Visual Communication Design in Mobile UI Interface Design

With the improvement of people's living standards today, the aesthetic perspective has changed. For example, people nowadays have higher requirements for the layout and color matching of advertising leaflets and mobile application apps when watching them. To enhance the attractiveness of mobile application apps, it is necessary to innovate UI interface design forms and enrich the content in the interface. Just like the application of visual communication design in mobile UI interface design, in this process, UI mobile interface design will contain more information. The combination of colors can highlight the type and content of the application app, thereby attracting more people to download and use the app, and increasing the download volume of the app. Especially in the fiercely competitive era, the application of visual communication design in mobile UI interface design is an important way to enhance the competitiveness of APP applications and a method to enhance the competitiveness of enterprises. Therefore, the application of visual communication design in mobile UI interface design is extremely necessary.

4. The Strategy of Applying Visual Communication Design in Mobile UI Interface Design

4.1. Highlighting the Theme of Mobile Application Software Through Colors

The application of visual communication design in mobile UI interface design can first utilize the color matching process of the UI interface, combined with the theme of the mobile application to select relevant colors, so that the colors match the application theme. This can beautify the mobile application and determine the type of mobile application through color. For example, when designing the mobile UI interface, fruit and vegetable shopping software can adopt a green and green theme, with green and green as a supplement in the UI interface design, highlighting the main type of the application. Another thing is that when designing the UI of mobile application software related to weddings, you can choose a red theme. When designing the UI interface, using a red theme can give people a feeling of "red and bustling", which is in line with the theme color of weddings. Another aspect is the design of transportation mobile software, restaurant mobile software, and so on. Different application software highlight the theme color when designing the UI interface, allowing the public to quickly

locate the software type through the color, and then achieve visual communication design. Through the mobile UI interface, the content of the application is understood, the theme is highlighted, and a better visual experience is brought to the public. At the same time, it can also attract more people to move applications, increase the download volume of applications, promote innovation and reform in enterprise mobile UI interface design, continuously optimize the interface and functions, and leverage the advantages of visual transmission to attract more customers.

4.2. Enriching UI Interface Content to Promote Visual Communication

Enriching the content of the mobile UI interface in design, in addition to color matching, can also use materials such as icons and text to enrich the content of the mobile UI interface. This kind of interface content is more abundant, and the public can obtain more information through the UI interface, thereby achieving visual communication design and information transmission through vision. For example, when designing a fruit and vegetable shopping application UI, in addition to selecting a green theme, icons such as vegetables, fruits, and shopping bags can also be placed in the UI interface design, so that the public can know the type of application when they see the UI interface. Another aspect is that the UI interface design for real estate sales can add selling point text or pictures of the property, making the entire UI interface look related to the property and achieve a visual communication effect. Another aspect is the selection of corresponding icons, text, color combinations, etc. when designing the mobile UI interface for e-commerce, enriching the content of the UI interface, attracting more consumers to use the interface and software, obtaining more information through visual means, achieving information transmission, allowing more people to download and use mobile applications under visual attraction, leveraging the advantages of UI interface design, improving visual communication design effects, changing the previous phenomenon of lack of materials and unclear themes in UI interface design, and promoting innovation and reform in mobile UI interface design.

4.3. Encourage Innovation, Optimization, and Improvement of UI Interface Design Solutions

Encouraging innovative optimization and improvement of UI interface design solutions can stimulate staff's innovative design ideas through UI interface design competitions, combining UI interface design with visual communication design, leveraging the advantages of visual communication, and enhancing the attractiveness of UI interface design. For example, in mobile UI interface design, outstanding works can be selected for exhibition and scoring, and the winning work can be selected as the final UI interface. In this context, designers will innovate their thinking and draw on excellent design works on the internet to enrich the information through innovation, optimization, and improvement, allowing the public to gain more confidence and content through mobile UI interfaces, achieving the goal of visual communication of information. In addition, the optimization and improvement of visual communication design can also be carried out on the basis of the original, such as improving the original mobile UI interface, adding some pictures and text, and adjusting colors to highlight the theme of mobile application apps, so that the public can obtain rich information when using the application app, bringing a better visual experience to the public. By using visual communication information to change the traditional single form and idea of mobile application app design, exploring scientific and effective design solutions to promote the development of mobile application apps, solving the phenomenon of single UI interface in previous application app design, making UI interface design more beautiful and informative.

5. Conclusion

In summary, the application of visual communication design in mobile UI interface design has innovated the ideas and forms of mobile UI interface design, enriched the content of the interface, and utilized icons to enrich interface information, allowing the public to obtain information through the UI interface and improving the effectiveness and quality of visual communication. Therefore, innovation should be encouraged in the design of mobile UI interfaces, and excellent design cases on the internet should be referenced and optimized based on these cases to achieve a distinct theme in mobile UI interface design, attract more people to download mobile application apps, use mobile application apps, acquire more customers, promote enterprise development, and enhance enterprise competitiveness.

References

- [1] Exploring the Application of Visual Communication Design in Mobile UI Interface Design [J]. Ding Jingnan. *Tomorrow's Fashion: Late 2021*, Issue 3
- [2] The Application of Visual Communication Design in Mobile UI Interface Design [J]. Zhou Can. *Education and Teaching Forum*, 2019, Issue 012
- [3] Application of Visual Communication Design in Mobile UI Interface Design [J]. Ye Cong. *Computer Knowledge and Technology*. 2019, Issue 025